

aruba holiday!

FREE guide to vacation fun and the best buys....

EDITOR: MILDRED KOOLJ — PUBLISHER: HELEN DOVALE — TEL: 3227 — P.O. BOX 378 — VOL. I — No. 5 — WK. JAN. 27 '66



Let's start our walking and shopping tour at the head of Nassaustraat at one of Aruba's oldest, yet most modern and up-to-date stores.... ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young or old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

Directly across the street is Leo Berlinski's "PEARL OF THE ORIENT" featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Right next door is the wonderland of the PEASANT SHOP, with handicrafts from 52 different countries! Madeira linens, handcarved wooden lamps, masks, figurines, Italian bathing suits, Pringle and Lyle & Scott cashmere sweaters, Bruyère, Dunhill, and Comoy pipes. Folk art from Latin America, Europe, Asia, and Africa. Please someone back home.... please yourself!.... with an unusual gift or souvenir from the huge selection awaiting you at the PEASANT SHOP!

Cross over and at no. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

On the corner to your left, the carillon and the lovely showcase displays identify SPRITZER AND FUHRMANN'S well known Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention.... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbiní" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Leaving S&F you face the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

At street level again, continue up Nassaustraat and on your right you will come to LA PARISIENNE, specializing in a large selection

Cont. page 4



SHOPPING BARGAINS GALORE IN ARUBA

Shopping in strange lands has a universal appeal, but it can be a bewildering experience for the uninitiated American traveler. In Aruba, a shopper's paradise, you will be spared all confusion. As the Aruba merchants deal in merchandise from every corner of the world, they are experts who know the answers when comparing size ranges and they will know off hand what foreign size is equivalent to your size at home. Here are the world's luxury goods in unmatched profusion: wearing apparel of all kinds, exotic French perfumes, jewelry, Swiss watches, Japanese and German cameras and electronic equipment, wines, liquors, even furniture — and at irresistible prices.

The shopkeepers advertising in "ARUBA HOLIDAY" will gladly assist you with additional information on popular items and their applicable duty rates. There are some gimmicks that you can work to your own advantage without any tinge of smuggling or committing any federal offence. See our article "The Scoop on U.S. Customs Regulations" (page 2). We hope that you will take advantage of this opportunity to shop here while enjoying your Aruba Holiday.

PHILATELIC NEWS

On January 31st, a special stamp of 35 Antillean cents value, with a surcharge of 15 cents will be issued by the Netherlands Antilles Postal Administration for the benefit of ICEM (Intergovernmental Committee for European Migration) with headquarters in Geneva, Switzerland. In the 12 years of its operation ICEM has assisted more than 565,000 refugees to find new lives through migration.

It is fitting that the Netherlands Ant. should contribute to this worthy cause because these islands themselves have, in the course of their history, served as a haven of refuge to various groups of people. The fact that 16% of the present population comprising more than 40 nationalities was born outside the N.A. testifies to the liberality of the immigration policy of the islands.

The Dutch text on the stamp means: "Bring them to a safe haven", followed by a facsimile of H.M. Queen Juliana's signature.

Inquiries about first day covers etc. at the Post Office and the local bookstores.

CRUISE ARRIVAL

Jan 28 Santa Rosa

LOCAL CIVIC CLUB MEETINGS



KIWANIS: Monday 7:00 p.m. dinner meeting at the Esso Club.



LIONS: Wednesday 8:30 p.m. dinner meeting at Hotel Strand.



ROTARY: Monday 6:45 p.m. dinner meeting at Trocadero.

WHAT'S GOING ON

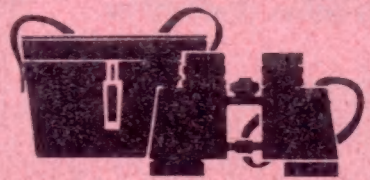
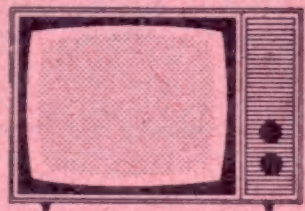
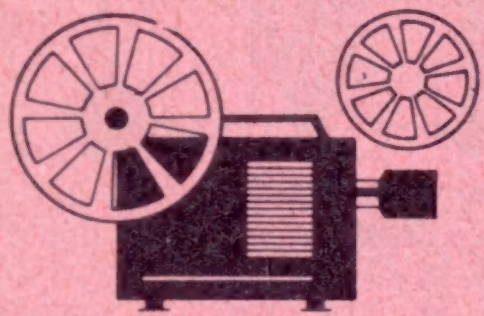
ARUBA CARIBBEAN HOTEL-CASINO: Klompenclub: top notch performer Tony Martin. Dancing to the music of George Fasola & orchestra.

Bali Bar: Carlos Montiel Quintet. Every Thursday & Sunday — Steelband at pool-bar.

Divi Divi Coffee shop — open every day from 7 a.m. to 4 a.m. DE OLDE MOLEN: "The Miller's wife" features nightly: King Paul, calypso singer and piano player.

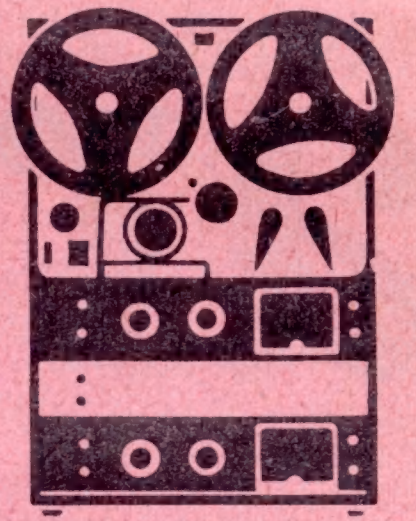
HOTEL STRAND: Ursula Peterson — local singer; Rollie Williams — Calypso singer; Lou Pavlis and the ever popular Strand combo with one hour of songs and comedy.

Our distinctive World Wide Guarantee covering your photographic and electronic purchases assures you of free repair service by any one of our 422 service stations throughout the world. (181 in the U.S.A.)



EL GLOBO

Affiliated with Aruba Trading Co.



The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

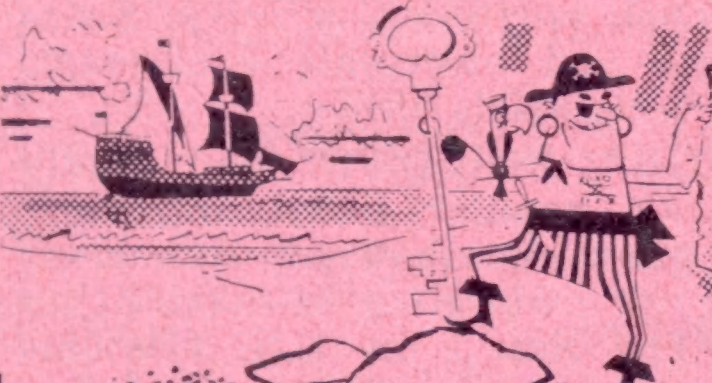
The U.S. Customs Regulations allow that:

Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

The advantages to be considered are:

1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value). Now here is where you can effect your savings. For example: Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.

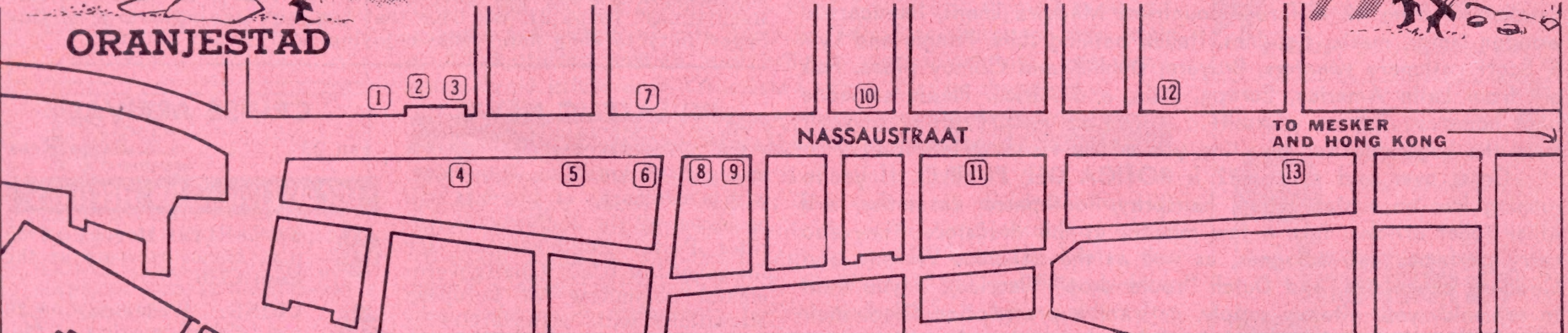
2. **GIFTS** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost you far less than you would pay back home. Such items as cameras, watches, jade, perfume, cultured pearls, phonograph records and shoes are good buys.
4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 . . . and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (with-in your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E.g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$ 20.80!!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.



Map of Shopping Center



ORANJESTAD



ALL AMERICA CABLES 12	PEARL OF THE ORIENT 2
ARUBA SHOE BAZAAR 11	(LEO BERLINSKI) 2
ARUBA TRADING COMPANY 4	PEASANT SHOP 3
BOTICA DEL PUEBLO 5	PHOTO EL GLOBO 4
EVA BOUTIQUE 6	STUVESANT ART SHOP 13
FANNY'S 1	SPRITZER & FUHRMANN 7
KAN. INC. 10	
LA PARISIENNE 9	A ARUBA TOURIST BUREAU
PALAIS ORIENTAL 8	B POLICE HEADQUARTERS

TELEPHONE NUMBERS OF TAXI STANDS:

Airport 1599
 Aruba Caribbean 2250
 Oranjestad 1604
 San Nicolas 5160

The Master Watchmaker of Geneva

PATEK PHILIPPE

OMEGA **TISSOT**

exclusive with The Jewelers of The Caribbean

SPRITZER + FUHRMANN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN - NEW YORK

PIAGET

Ultra-thin automatic watches with the famous movement of only 2,3 mm of thickness.

YARDLEY
FOR MEN

French Perfumes
Liquors and Cigarettes in bond
Cashmere Sweaters, Swiss Sportshirts
Gift Items

ARUBA TRADING COMPANY

Revlon

wining, dining & dancing

BALI: (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks . . . served in the houseboat or on the pier. Check the bar for a pleasant libation at cocktail time, before and after dinner. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karl Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

BASI RUTI: (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine . . . also continental cuisine and barbecues. Indoor and outdoor bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

DE OLDE MOLEN: (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and restaurant, with unusual nightclub under the beams. Nightly entertainment. Specialties of The Old Mill: venison,

wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

HONG KONG: (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

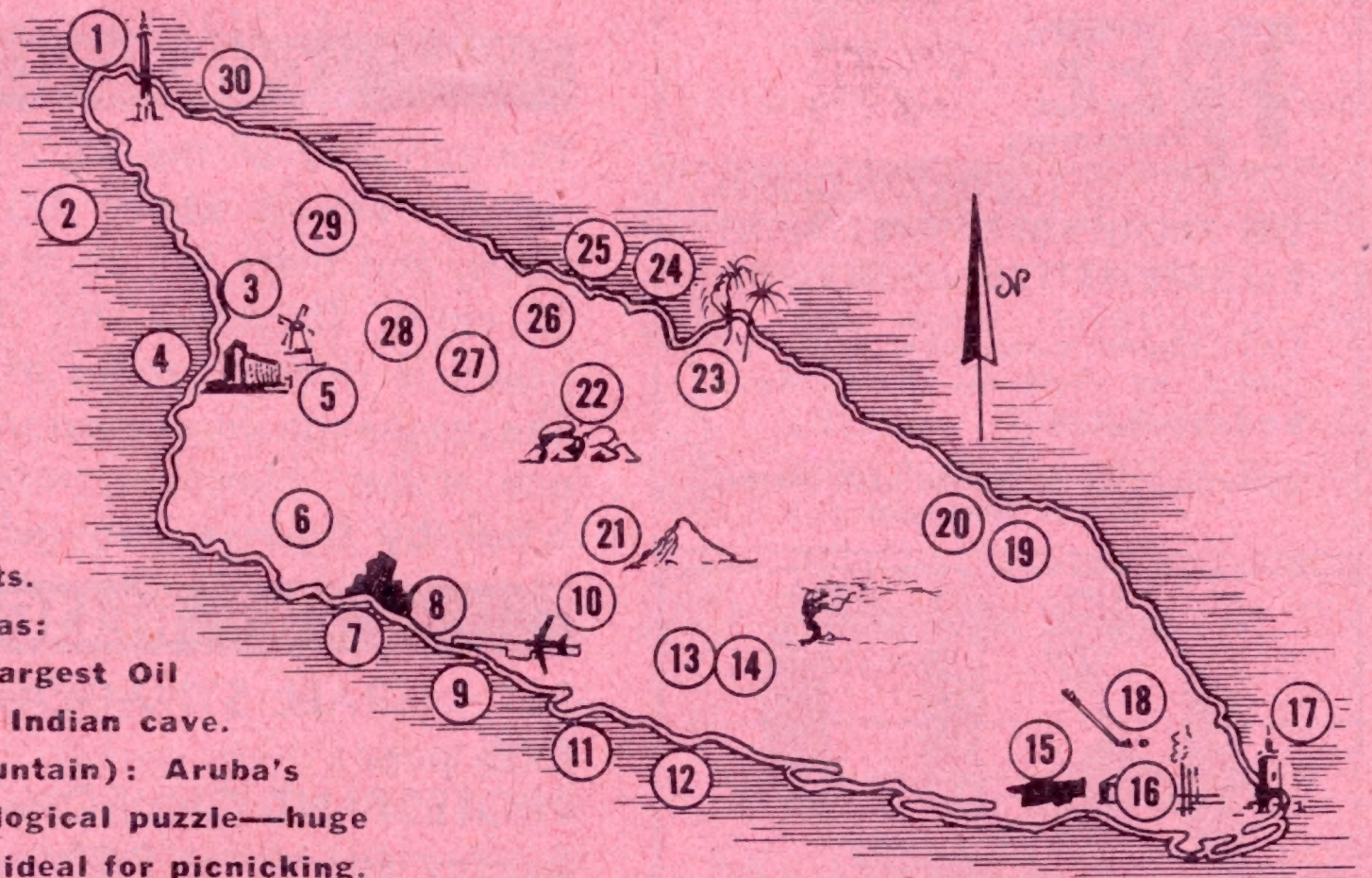
HOTEL STRAND: (Tel. 1990-1991). Modern and tastefully decorated, completely remodeled, airconditioned beachfront hotel. Located near the airport and a 3 minute drive from the center of town. International cooking and native dishes. Excellent indoor and outdoor bar, coffee shop, pool facilities. Dancing nightly in the popular Perla del Caribe nightclub, which features Aruban and U.S. style entertainment. Enjoy a "night on the town" here.



A sunny Bonbini to our visitors!

When you hear or read the expression "Bonbini" in Aruba, it is simply the papiamento translation for the word welcome, but . . . it also entails a sincere expression of desire for you to have an enjoyable stay and for you to return soon again and again.

Michael S. Kuiperi
Michael S. Kuiperi,
Director of Tourism.



1. California Lighthouse. 2. Wreck of German ship. 3. Basi Ruti Hotel.
4. Aruba Caribbean Hotel-Casino. 5. De Olde Molen.
6. Nutriculture Farm: vegetables grown scientifically in water and chemicals.
7. Oranjestad: Aruba's capital, Paarden Baai (Horses' Bay) where the ships dock, Waterfront schooner market, Queen Wilhelmina Park. 8. Hotel Strand.
9. Princess Beatrix Airport. 10. Canashito: wild parakeet sanctuary
11. Barcadera Chemical Plant. 12. One of the world's largest sea water distillation plants.
13. Frenchman's Pass. 14. Balashi: ruins of old gold mill and mine. 15. San Nicolas: second town of the island. 16. Lago Oil and Transport Company: one of the world's largest Oil Refineries. 17. Colorado Point Light. 18. Aruba Golf Club. 19. Quadirikiri: Indian cave.
20. Fontein: ancient Indian symbols on walls of cave. 21. The Hooiberg (Haystack Mountain): Aruba's landmark. Concrete stairway to summit 541 feet above sea level. 22. Ayó: geological puzzle—huge massive boulders piled one on top of the other. 23. Andi Couri: lovely secluded cove, ideal for picnicking.
24. Natural Bridge: carved out of solid coral rock by the crashing sea. 25. Boca Mahos: sharks' feeding place.
26. "Pirates' Castle" at Bushiribana. 27. Crystal Mountain: you may find a glittering piece of crystal! 28. St. Arna Church at Noord: magnificent hand-carved altar.
29. Chapel at Alto Vista: originally built by Spanish Missionaries in 1750. 30. Sand Dunes at California Point.



ENJOY THE CARIBBEAN

Fast connections from ARUBA to:

Barranquilla - Bonaire - Caracas - Curaçao - Georgetown - Guayaquil -
Kingston - Lima - Maracaibo - Miami - New York - Panama - Paramaribo -
Port of Spain - St. Kitts - St. Maarten



**All America Cables
and Radio, Inc.**
On Aruba's Mainstreet
TEL: 1458 & 2126
World
Communications
Via **ITT**

Kodak

ARUBA - BONAIRE - CURACAO
GENERAL DISTRIBUTORS
EL LOUVRE S.A.

Fine Handbags - Hosiery - Gloves -

French Cosmetics.

Shoe Bazaar

EXCLUSIVE FEMININE FOOTWEAR
FROM SPAIN, ITALY, FRANCE.

SEE OUR NEW DRESS
COLLECTION TOO....

NASSAUSTRAT 74

Finest Handicraft From
52 Countries

WORLD of VALUES

MADEIRA TABLE LINEN, CASHMERE SWEATERS,
BEADED CARDIGANS, BRUYERE PIPES
FOLK ART SOUVENIRS

PEASANT SHOP
NASSAUSTRAT 13

FREE

INFORMATION
ON PROFITABLE INVESTMENT
POSSIBILITIES IN ARUBA

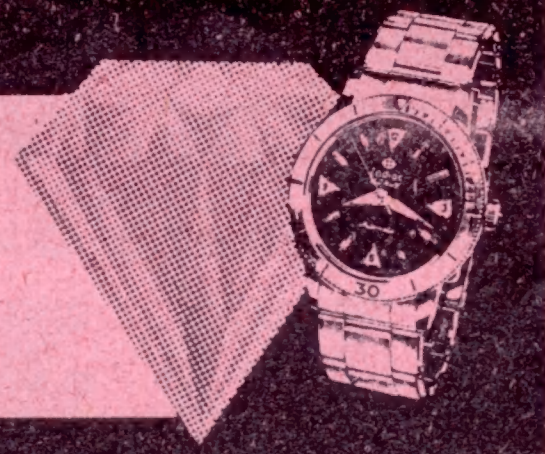
Call these numbers: 1181 or
1482, or visit us for folders
and booklets.

DEPARTMENT OF ECONOMIC DEVELOPMENT
2a A. M. Schüttestraat



R. J. DOVALE/ADVERTISING
INCORPORATED
HAVENSTRAAT 32 — TEL. 3227
ARUBA — CURAÇAO — SURINAM

KAN *Jewelers*
since 1918



HOLLAND + ARUBA + BONAIRE + CURACAO

SHOPPER'S TOUR Cont'd

of perfumes, Swiss watches, European leathersgoods and Kislav gloves. One block further to your left is the home of KAN, INC., famous jewelers established in Holland in 1918. They carry Rolex, Longines, International Watch Co. Schaffhausen, Juvenia and Zodiac watches. Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars. Precious and semi-precious stones, Mikimoto cultured pearls and many other lovely gift items for someone special back home. In their optical department... sunglasses, French and Italian frames. There's a KAN shop at the airport too, and in Bonaire and Curaçao as well, with the same fine line of quality merchandise. Their address for service in the U.S. is 55 West 42nd Street, New York. They honor Diners' Club and American Express cards.

Make it a special point to visit the STUYVESANT ART SHOP, across the street and two short blocks up. There's a permanent exhibition of Dutch oils and local art, and all kinds of art objects, yours for the choosing.

Are you a decorator "buff"? If so, keep on walking up Nassaustraata until you spot the Esso station. Make a right turn and around the corner you will find MESKER'S showroom of living room, dining room, bedroom and casual Danish and Continental furniture. Their collection includes Scandinavian carpets, Italian lamps, Swedish, Finnish, and British fabrics. MESKER'S consultants are experts. They will gladly help you plan, decorate and furnish an office, home, or hotel, whether in Aruba or in the States. You will be happy to know that MESKER will deliver direct from the European factory right to your address. Stop by and explore the savings to be had.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and appealing selection of gift items in Delft Blue, European toys such as Steiff stuffed animals, and Schucco mechanical toys, and many more. Same prices as in Oranjestad stores. Happy shopping!

CURRENCY AND EXCHANGE

The currency of the ABC islands is the florin (guilder). One Antillean guilder equals about US \$0.53. The guilder is divided into 100 cents, and there are coins of 1 cent, 2½ cents, 5 cents (square nickei), 10 cents, 25 cents, and the 1 and 2½ guilder coins. Banknotes are issued in denominations of 2½, 5, 10, 25, 100, 250 and 500 guilders. The exchange in restaurants, hotels, banks, taxis is 1.85 guilders for one dollar. However, most tourist shops give the visitor an extra break by figuring two guilders for the dollar.

RELIGIOUS SERVICES

BETH ISRAEL SYNAGOGUE: Oranjestad; Friday evening service at 8:00 p.m.
PROTESTANT CHURCH: Wilhelminaplein (new church); Sunday service at 9:00 a.m.
ST. ANNA CHURCH: Noord (near Palm Beach area); Sunday services: 5:30 a.m., 8:30 a.m., and 6:00 p.m.
ST. FRANCISCO CHURCH: Oranjestad; Catholic. Sunday services: 6:00 a.m., 8:30 a.m., and 7:00 p.m.

IN ARUBA
HERTZ



RENTS THE CARS
YOU LIKE TO DRIVE!

Late model Fiat, Simca and American sedans. Cleaned, serviced and fully equipped. Low Hertz rate: from \$8-\$15 for a full 24-hr. day. Unlimited mileage. Free deliveries to Airport, Docks, and Hotels. Call Hertz now to reserve a car here or anywhere in the world.

WORLD WIDE
HERTZ
RENT A CAR



P.O. BOX 358
Oranjestad, Aruba, N.A. Phone: 2714

Salais Oriental

- & PERFUMES
- & JEWELRY
- & WATCHES
- & CLOTHING
- & CARVINGS

American Express and Diners' Club Cards honored
Airconditioned

NASSAUSTRAT 40

Ballantyne cashmere sweaters

Gold and silver charms

French beaded bags

Swiss watches

Kid gloves

Tudor crystal

French perfumes

Souvenirs and gift items

Fanny's — nassaustraata 7



N.Y. price \$6.28
ARUBA in
bond price \$ 1.50

Tanqueray
ENGLISH GIN

REALTORS



CALL: 2800

N.V. ARCU - 4 ANASASTR.

**FOR A DELIGHTFUL
STAY IN ARUBA**

water sports, swimming, and sunning on Aruba's famous beach, with a tall, cool drink at hand... at night, top entertainment while dining in the Klompen Club, and, the excitement of the casino...!

hotel
aruba
CASINO
CARIBBEAN

